

## PHIP WORKPLAN UPDATE

For  
PHIP Steering Committee  
February 4, 2004

### Committee: Communications

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#### **Work to date: Key Steps**

- ☒ Staff assigned
- ☒ Consultants hired
- ☒ Committee has met
- ☐ Sub-Committees have met
- ☐ Scheduled meetings in advance
- ☒ Other 2 yr plan completed

*Special Notes on current Activity:*

#### **Accomplishments and progress to date.**

**Objective:** Provide training and disseminate materials on the public health identity campaign to local and state public health organizations.

- New two-year communications and marketing plan has been adopted
- Staff training is planned in 2004 – orientation to the identity campaign and advanced level brand communications training for a more proactive approach

**Objective:** Conduct a statewide education campaign designed to increase public understanding about the role and services of public health. Evaluate campaign.

- Plan includes suggestion of statewide event highlighting the services and benefits of public health tied to an existing date (e.g. Public Health Week)
- Campaign tools will be refined and expanded (e.g. web-based photo library)
- Campaign clearinghouse planned with examples of how the campaign is being used by agencies throughout the state (e.g. brochures, banners, logo wear)

**Objective:** Support continued staff time to carry out work of Communications Committee and guide system wide efforts to improve communications in public health.

- Supporting dedicated DOH staff time through June 2004
- Within funding limits, the Contractor can provide limited assistance with collecting campaign samples from participating agencies for clearinghouse, communicating updates and progress to the workforce, and providing ongoing consultation and assistance

#### **Questions or Discussion items for the Steering Committee**

Evaluation funds were eliminated so that is not part of the current plan. Collection of campaign examples from participating organizations will provide limited feedback loop.

Partner organizations are contributing (WSALPHO, DOH PHEPR). Committee plans to continue to maximize co-sponsorship opportunities.

### **Emerging Issues, Potential Recommendations for Steering Committee to discuss in the Future**

As envisioned in 2003 – 2005, this is *not* a comprehensive statewide education campaign. Committee is convinced that more staff training and dissemination of existing tools are needed before broad advertising strategies are considered. Committee also believes that consistent use of campaign tools by PHIP Partnership organizations will lay the groundwork for a broader, more public effort when sufficient funding becomes available.